

June 1, 2001

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Secretary  
Federal Communications Commission  
445 Twelfth Street, SW  
Washington DC 20554

Docket NO. 01-107

To Whom It May Concern:

We the undersigned would like to oppose the reallocation of WCEN'S license from Mt. Pleasant to Hemlock referring to amendment of section 73.202(b) in the table of allotments for FM broadcast stations for the following reasons (see attachment #2).

When Wilks Broadcasting purchased the station from Sommerville Associates in August, 2000 they said it would be operated just like before (see attachment #1). Bud Ford told me personally they would continue to cover the Mt Pleasant area with local weather and news, but soon after the move to Saginaw, Mt Pleasant and any city west of Midland County became a dirty word. They haven't even kept a local office for public viewing of their records.

On May 21, 2001 a tornado was spotted in Gratiot County headed for Isabella County we didn't hear any announcement of any kind. On my way home from work I heard on another Saginaw station about the tornadoes. For many people in Isabella County this is the only radio station they have access to due to the type buildings they are in.

The station has a \$20,000.00 cash give away for everyone in Midland, Bay, and Saginaw counties, but not for Isabella (see attachment #1). When you get through they ask you your name and where you're calling from, if you say any city in Isabella County you are automatically caller 16, 18, or 19, but if you say anywhere east of Midland County you are caller 20, coincidence we know it's not.

We feel our radio station since the mid-1950s has been stolen from us and we want it back. Therefore, we would like to request a denial for the license transfer from Mt Pleasant to Hemlock. We also would like the station's studio be returned to the Mid Michigan Area.

Thank you for your consideration and hope to hear from you on this matter.

Patsy R. Dalrymple  
9501 E. Wing Rd  
Shepherd, MI 48883

See following pages

NAME	CITY
Patsy Dalrymple	Shepherd
Bernadette Shered	Harrison.
Lori Reichert	Mt Pleasant
Karen Stock	Lake
Kim Huber	mt. Pleasant
Carrie L. Blackburn	Mt. Pleasant
Laura Wysocki	Blanchard
Kelly Ghaus	mt. Pleasant
Mary L. Kenny	Shepherd
Sandy Gyzal	Mt Pleasant
Joshy Khunzp	mt Pleasant
Shelly Sitts	mt Pleasant
Lindy Kowaleski	Remus
Mary Pasch	Beal City/Heldman area (mail)
Nancy Braxington	Roselush
Heather Davis	Mt Pleasant
Johnn Brune	Mt. Pleasant

NAME	CITY
Mike Wood	Farwell
Bill Sheehan	Best City
Jim Meyer	Coleman
Pat Brown	Clare
Joe Shannon	BEAR CITY
Patty Stowell	Rosebush
Shevone Wood	Farwell
Scott Grace	Shepherd
Landell Jones	Shepherd
Neil D. Davis	Shepherd
Shelley McDavis	Shepherd
Jennifer Murphy	Mt. Pleasant
Stacy Smith	Mt Pleasant
Kare Deering	Mt. Pleasant
Nicole Hickson	MT. Pleasant
Mary Gillespie	
Jackie McGilton	Mt. Pleasant
Gloria O'Brien	Farwell
Jennifer Apple	Mt Pleasant
Kathy Wright	Mt Pleasant
Shannon Dominick	<del>Shepherd</del> Shepherd
Amy Parks	Mt Pleasant

Thelma Dalrymple Kenos

Brenda Bullard - Mt Pleasant

~~Camp Z. Start~~ Mt. Pleasant

Kent Starcher Mt. Pleasant

Jeffery Parks Mt Pleasant

Doug Dalrymple Kenos

Chari Pasch Mt. Pleasant

NAME	CITY
Patti Cotter	mt Pleasant
Linda Helmer	Lake
Stacy Schaffer	Weidman
Debra Deubcker	Weidman, MI
Jill Ferguson	Clare, MI
Jaqueline Wacker	mt. Pleasant, MI
Valerie Lee Nelson	Ithaca MI

# Business

MORNING SUN  
SUNDAY, DEC. 17, 2000

## WCEN's new format has critics

On-air personalities have left, and new owners have AM station up for sale

By WENDI L. BAKER  
Sun Business Writer

All of WCEN-FM 94.5's original on-air personalities are gone — one by choice, four because they had no choice.

Those changes — combined with the station's move from Mt. Pleasant to Saginaw — have many local listeners feeling like they've lost an old friend.

Staff changes are part of a series of changes that began when Wilks Broadcasting purchased the station

'I wouldn't have sold the station to Wilks if I'd have known what they were going to do. I believe they're making a big mistake.'

**Richard Sommerville,**  
*previous owner*

from Sommerville Associates in August.

Ken Hunter and Tina Sawyer, a.k.a. "Tina and the Mo Man," spent five years waking up local listeners as WCEN's morning show hosts.

"We enjoyed doing the morning show immensely," Hunter said. "Our listeners made us feel as if we were doing something worthwhile."

After Wilks Broadcasting purchased the station, everyone's hours

were cut nearly in half, Hunter said.

"We're paid hourly," he said. "How could we continue to live on half as much money?"

Sawyer left as a result of the fewer hours, Hunter said.

She was the first one to go.

Sawyer's husband, Jim Hitpas, was next.

As the meteorologist for WCEN, Hitpas wasn't needed once Wilks moved WCEN from its Mt. Pleasant location to Saginaw on Nov 21.

"They use the weather off of wire services from other stations," Hunter said.

Jim Caulkins, the evening personality, was also fired before the move, Hunter said.

The last to go before the move to Saginaw was Rich Spicer, a midday personality.

Spicer said he joked "Here comes

another happy voice on The Moose," at the end of his shift. He was let go without discussion.

The station officially calls itself The Moose.

"I think they were looking for a reason to get rid of me," Spicer said. "I wasn't even given an opportunity to discuss what happened."

With most of his colleagues gone, Hunter decided to test the waters and continue working for WCEN as the morning host in Saginaw.

He didn't last three weeks.

Wilks bought WCEN-FM and WCEN (AM) 1150 kHz on Aug. 31 with plans to move the stations to a new Radio Center in Saginaw. They also changed the motto from "Hot rockin' country" to "The Moose" and began promoting a "20 in a row" song

(See WCEN, Page 8D)

(Continued from Page 1D)  
format.

Throughout the transition, Wilks said they would retain anyone who wanted to stay, Spicer said.

"Either they couldn't or never intended to keep their promises," Spicer said.

Hunter believes Wilks' primary motive in buying WCEN was to make it a Saginaw station.

"If callers from the Mt. Pleasant listening area actually said where they were from,

we were instructed to edit out the city before airing it," Hunter said. "This didn't apply to Saginaw, Bay City or Midland listeners, of course."

Program Director Bud Ford said Wilks has decided to expand the listening area to the entirety of mid-Michigan.

"The 100,000-watt signal is phenomenal," Ford said. "Why limit a station this big to one town?"

WCEN (AM) began in 1949 and WCEN-FM was added in the

mid-1950s said Richard Sommerville, previous owner of the station.

"It was the only radio station in Mt. Pleasant for many years and certainly the oldest in Isabella County," Sommerville said.

When Wilks bought the station from Sommerville and his son, Jim, "they said they'd operate it just like we did," Sommerville said.

"I wouldn't have sold the station to Wilks if I'd have known what they were

going to do," Sommerville said. "I believe they're making a big mistake."

Ford said all of WCEN's Mt. Pleasant staff was afforded the opportunity to continue working for Wilks if they wanted to commute to Saginaw.

"Whether they could fit into what we needed is a whole different story," Ford said.

Although there is still local advertising on WCEN, many area listeners have noticed a lack of local news, and weather.

"There's no more little tidbits about local entertainment," said Kathy Koboski, a former WCEN listener from Alma. "Rich (Spicer) was always really good about letting us know what country singers were coming to town."

Koboski actively bans the new WCEN and encourages her friends and family to do the same.

"It made me mad to hear how everybody was being treated," she said. "It's just not the same anymore."

Ford said that the expanded listening area will actually help get bigger stars to come to the area.

"With a bigger coverage base, we have more opportunities from Nashville," Ford said. "This is positive all around."

WCEN (AM) is already for sale. It's been off the air for more than a month and Wilks has no intention of using the station, said Craig Dalla Riva, vice president for Wilks Broadcasting in Saginaw.

"The station wasn't producing a lot of revenue and we decided not to pursue it," Dalla Riva said.

Clare resident Forrest Meek said he is disappointed that 1150-AM was closed down.

"It was a good radio station for local school news," Meek said. "You need local radio."

When the  
weather outside is frightful,



home delivery is so *delightful.*

**Morning Sun**

**1-800-616-6397**

# Radio station looks to move license from M.P.

By WENDI L. BAKER  
Sun Business Writer

The owners of WCEN-FM 94.5 "The Moose" are cutting the radio station's last official tie to Mt. Pleasant.

Wilks Broadcasting is petitioning the Federal Communications Commission to reallocate WCEN's license from Mt. Pleasant to Hemlock.

"The FCC wants us to broaden our coverage area of license by moving closer to our operating facility," Market Manager Mike Laviolette said.

The move is just a formality,

Laviolette said, and does not change WCEN's operations or programming.

"The license is just a piece of paper," Laviolette said. "What is important is what you do on the air because those are the things that benefit a community."

While maintaining local news, weather and public service coverage is important, WCEN's move to Hemlock means Mt. Pleasant is losing a very powerful commercial radio station, said Tom Hunt, director of WCMU public radio.

(See License, Page 2)

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(Continued from Page 1)

updated plumbing and wiring, it will also have to be barrier-free to comply with the Americans with Disabilities Act.

In addition to apartments, there may also be a coffee house for the public to enjoy on an upper level section of the building that juts out to Broadway, Kulick said.

These are the plans — tentative until Brownfield Development is able to accept an option from the city's tax increment financing authority to acquire the property and make it useful for the community.

City officials anticipate that the developer will have to remove asbestos and lead from some of the piping and support columns. Cooler rooms downstairs are insulated with four-inches of cork in the walls.

The bulk feed storage tower next to the site will most likely be torn down, Kulick said, but the fate of the high smokestack remains undecided.

## LOTTERY

Midday Daily Lottery 4-3-3

Midday Daily-4 1-6-3-3

Daily 3 7-4-3

Daily 4 0-0-2-9

Rollidown 1-6-15-19-29

Keno 4, 8, 13, 14, 15, 26, 27, 31, 34, 39, 46, 47, 51, 53, 58, 62, 64, 65, 66, 68, 78, 80

## License

(Continued from Page 1)

"WCEN is the very first radio station ever licensed to Mt. Pleasant," Hunt said. It was the only station in Mt. Pleasant for many years and the oldest in Isabella County.

The previous owners, Sommerville and Associates, upgraded the signal to 100,000 watts on a 1,000-foot transmitter near Coleman, which is the highest power antenna available, Hunt said.

The FCC requires radio stations to put a certain signal transmitter strength, 70 DBU MHz, over the area of license, Hunt said.

"If WCEN's license moves to Hemlock, WCEN no longer has any obligation to Mt. Pleasant," he said. "The idea is to make it a Saginaw radio station."

Wilks bought WCEN-FM last August and moved its operations from Mt. Pleasant to Saginaw in November. Though several of the original sales staff remain, all of the local disc jockeys either quit or were fired by December.

The general public can have a say in WCEN's potential move from Mt. Pleasant to Hemlock. The FCC is accepting comments until June 25 by writing to Secretary, Federal Communications Commission, 445 Twelfth St., SW, Washington D.C. 20554. Refer to the amendment of section 73.202(b) in the table of allotments for FM broadcast stations.

## Dining

(Continued from Page 1)  
started back in 1935.

Time seems to move more slowly here and change is a seldom-seen stranger. Yet a change is exactly what the Baranskis' are seeking. The Whitehouse Restaurant is for sale. Has been, for almost a year and a half.

"It's a hard business to be in right now," Bill Baranski said, his wisecracking demeanor faltering for a moment. "There's a lot of new things to learn in the restaurant business. We're tired."

When a local real estate company didn't produce results, a switch was made to a more nationally recognizable one. Yet still they wait.

"People look at it and say you can't make much money," Baranski said. "They never ask what the sales are."

In addition to the business, their four-bedroom house located only steps away is also for sale.

So far there have been few serious inquiries but Baranski, already retired, isn't worried. Even if no one steps forward, the doors will remain open.

"Why take a business as good as it is and throw it down the drain," he said.

Although Baranski credits the friendly people with their success, his wife had a different explanation.

"My husband's a wonderful person. He jokes with the customers," Monica Baranski said, who is also the owner. "He's got a great sense of humor. I'm a sour puss."

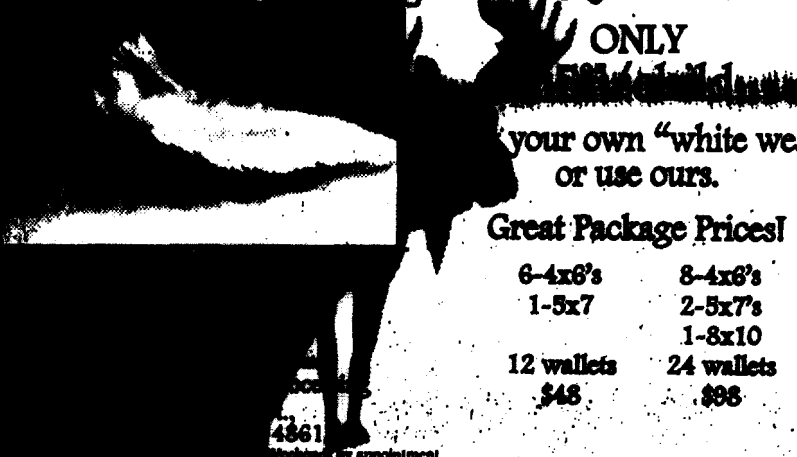


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Brothers Sam & John  
and Sister Rochelle,  
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